

ABSTRACT

Internet users in Indonesia have increased and the facts that occurred in 2021 show that internet users in Indonesia have reached 202.6 million out of a total population of 272.1 million people. This makes many people use the internet such as accessing social media and conducting e-commerce transactions through the marketplace. Tokopedia, one of the Indonesian marketplaces, has experienced a decline in performance such as leaked consumer data that has been widely downloaded, a decrease in the ranking of the most visited marketplaces in Indonesia from the previous year, and the performance of the Tokopedia brand which is still below several marketplaces in Indonesia. This can lead to an unfavorable view of Tokopedia, one example of which is trust.

The purpose of this study is to determine the trust of Twitter users in Tokopedia based on the e-commerce trust model using the text mining method and to find out what marketing recommendations Tokopedia must do to increase trust.

This research is included in the mixed method, which uses the text mining method to determine the trust of Twitter users in Tokopedia which is carried out by looking at the e-commerce trust factors, namely internet experience, perceived privacy, perceived risk, perceived security and perception on website quality. This is done by looking at the proportion of sentiment analysis regarding each factor. After knowing the trust in Tokopedia, it is continued by determining Tokopedia's marketing recommendations which are carried out by interviewing experts in their fields.

The results of this study indicate that the trust of Twitter users in Tokopedia is still lacking because more negative perceptions are felt. Negative perceptions are seen in Tokopedia's sentiment analysis and three e-commerce trust factors, namely perceived privacy, perceived risk and perception on website quality. In addition to Tokopedia's marketing recommendations based on interviews that have been conducted, the right source of information for Tokopedia is to understand the voice by looking at the many factors that make people want to open and make transactions. What supports this explanation relates to one of the trust factors in e-commerce, namely internet experience so that the right marketing recommendation is to pay attention to Tokopedia's internet experience.

These results can be of particular concern in knowing the recommendations for marketing tactics that should be carried out by Tokopedia, especially on perceived privacy, perceived risk, and perception on website quality. In addition, this study is useful in seeing how the application of big data can be useful in the field of management, regarding trust using available technology, such as the application of text mining to analyze reviews on a topic.

Keyword: Trust, Text Mining, Tokopedia